

OUTBOUND MISSION

2014 MEXICO: HRI OUTBOUND TRADE MISSION TO MEXICO

Sunday, Jun 8 - Friday, Jun 13, 2014
Registration: Wednesday, Feb 19 - Saturday, May 24, 2014
Mexico City and Cancun, Mexico | Mexico

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: **HRI Outbound Mission to Mexico**; Mexico City and Cancun, Mexico - June 8-14, 2014 **THIS MISSION HAS BEEN BRANDED PROGRAM PRE-APPROVED!** This event is an excellent occasion for companies that wish to take advantage of growing opportunities in Mexico's foodservice industries. Mexico's HRI sector has seen strong growth in recent years and remains a top 10 tourist destination worldwide. Investment in the hotel industry and continued growth in tourism provides great opportunities for U.S. companies to provide foodservice items to this growing sector.

Benefits from participating in the activity:

- Meet one-on-one with buyers, importers and distributors in the hotel and restaurant industry
- Showcase your products at trade receptions and industry events
- Participate in ATO market briefings and retail tours
- Menu promotions and chef demonstrations may also be conducted

Companies will be provided:

- Lodging paid for by WUSATA (up to 5 nights at Federal Government per diem rates) for 1 company representative
- Interpreters as needed
- Coordinated group transportation



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Fresh fruits & vegetables, consumer ready products, food service products, snack foods, dairy, meats, health foods, beverages, and wine

INDUSTRY FOCUS

Food Service Products